

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 07413 130631Z

11

ACTION OPIC-06

INFO OCT-01 NEA-10 ISO-00 EB-07 COME-00 /024 W

----- 090383

R 130604Z NOV 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 6344

UNCLAS JIDDA 7413

PASS OPIC

E.O. 11652: N/A

TAGS: EINV, BEXP, SA

SUBJECT: COMMERCIAL INQUIRY FOR HOFFMAN INTERNATIONAL INC.

REF: STATE 267735

1. EMBASSY LIAISON OFFICER, RIYADH, MET RECENTLY WITH AHMED H. NASSIF TO DISCUSS HIS INTEREST IN JOINT VENTURE WITH HOFFMAN INTERNATIONAL TO LEASE USED CONSTRUCTION EQUIPMENT IN SAUDI ARABIA. MR. NASSIF, WHO ON RECENT VACATION IN U.S. MET HOFFMAN ALONG WITH OTHER COMPANIES, AFFIRMED HIS BELIEF THAT LEASED SECOND-HAND CONSTRUCTION EQUIPMENT IS REQUIRED IN SAUDI MARKET. HOWEVER, BEFORE COMMITTING HIMSELF TO HOFFMAN, NASSIF WANTS TO MAKE MARKET SURVEY, MEET WITH POTENTIALLY INTERESTED PARTIES AND SETTLE LEASING TERMS AND CONDITIONS. THIS REQUIRES TIME, AND UNTIL HE IS SURE OF BUSINESS PROSPECTS HE WILL NOT BE ABLE TO MAKE ANY COMMITMENT TO HOFFMAN.

2. COMMENT: MR. NASSIF IS SERIOUS, CAPABLE AND HAS RELEVANT EDUCATION AND WORK EXPERIENCE (BACHELOR OF MECHANICAL ENGINEERING, ENGLAND, AND GENERAL MANAGER FOR TWO DIFFERENT CAR DEALERS: CHRYSLER AND VOLKSWAGEN), BUT HE IS OBVIOUSLY BUSY. THUS WE DOUBT HE WILL HAVE ENOUGH TIME TO DEVOTE TO MARKET SURVEY WHICH HE KNOWS HE NEEDS. BELIEVE THAT INITIATIVE FOR PROPOSED JOINT VENTURE MUST COME FROM INTERESTED U.S. PARTY.

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3. IF HOFFMAN WISHES PURSUE THIS VENTURE, EMBASSY

SUGGESTS COMPANY PROPOSE DIRECTLY TO MR. NASSIF THAT  
HOFFMAN REPRESENTATIVE VISIT SAUDI ARABIA PERSONNALLY  
TO ESTABLISH CONTACTS WITH POTENTIAL END-USERS  
THROUGH MR. NASSIF. VISIT SHOULD BE IN JANUARY,  
AFTER NOV.-DEC. PILGRIMAGE SEASON. HOFFMAN COULD IN  
EFFECT DO THE MARKET SURVEY WITH NASSIF, THEREBY  
LEADING TO QUICKER AND MUTUAL DECISION ON VIABILITY  
OF JOINT VENTURE.

4. USDOC WORLD TRADERS DATA REPORT ON GENERAL TENDER  
OFFICE, WITH INFO COPY TO OPIC, FOLLOWS SEPTTEL.  
HORAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EQUIPMENT, FOREIGN INVESTMENT, JOINT VENTURES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 NOV 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Secure:** OPEN  
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**TAGS:** EINV, BEXP, SA, HOFFMAN INTERNATIONAL INC  
**To:** STATE  
**Type:** TE  
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